

2012
Baby
Bottle
Boomerang



Steps to Success



Get Ready

Decide what date you want to start your TWO week Boomerang Campaign.

Pick up your bottles from the Pregnancy Resource Center of the New River Valley. We would also be happy to have someone deliver the bottles to your church, or you may send a representative to pick them up for you.

Decide which materials your church will use:

- Bulletin Inserts
 - Posters
- and get them from the PRC or download them from www.PRCsupport.com/baby-bottle-boomerang

Get the materials to the people who will be responsible for running the campaign for your church/group. Consider giving out bottles as people exit, set up a table in a convenient location, or make bottles available in a bassinet or stroller. Arrange for any volunteers, Sunday school classes, bible study groups, etc. to help with this.



Week 1: Campaign Kick-Off

Publish “Announcement #1” in your bulletin and/or e-letter.

Distribute the Bulletin inserts and Baby Bottles to your congregation or group.

Make an announcement about the Boomerang in the church service. (This could include having someone from your church explain the Boomerang or having a speaker from the Center come to kick off you Boomerang.)



Week 2: Bottles Are Out

Publish “Announcement #2” in your bulletin and/or e-letter.

Make an announcement to return bottles the following week.



Weeks 3 & 4: Bottles Come Back

Publish “Announcement #3” in your bulletin and/or e-letter.

Make an announcement in the church service that you’re collecting bottles today and how you’ll be doing it. (Some churches use a stroller, wagon, bassinet or table as a collection point; others have volunteers collect the bottles as people exit. This Sunday is another great time for a speaker from the Center or a Volunteer to come tell your church more about how the change they’re giving can change lives.)

Deliver the bottles to the Center, or call Kelley at 540-552-5556 to arrange for pick-up.

If many bottles are still missing, make an announcement in church reminding people to please return their bottles as soon as possible.



That’s it! You’re done!

Publish “Announcement #4” in your bulletin and/or e-letter.

Thank you so much for all your efforts to make the Baby Bottle Boomerang a success for the sake of the women, men, and babies we serve!

Questions? Please call Kelley at 540-552-5556 or write to kday@prcnewrivervalley.com